



## **FOR IMMEDIATE RELEASE**

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### **Margaret Sanderson Joins Datastrip as Dealer and Channel Sales Manager**

**EXTON, Pa.** (February 26, 2008) — Datastrip Inc., a world leader in field-proven mobile identity verification, announced that Margaret Sanderson has joined its sales and marketing team as dealer and channel sales manager.

In her new role, Sanderson oversees sales and sales support activities for Datastrip resellers and will provide support for the Datastrip sales team. She reports to Joe Delaney, Datastrip's vice president of sales and marketing.

Datastrip hired Sanderson based on her extensive track record of sales success. Prior to joining Datastrip, Sanderson held management positions in the sales and finance departments of Verizon Business, Verizon, DecisionOne, Bell Atlantic and Sorbus Inc. Her roles with these organizations included sales compensation planning and administration, and sales support.

Sanderson holds a bachelor's degree in business administration from Juniata College and a Master of Business Administration in business management from Eastern University. She is a member of the Gamma Pi chapter of the Delta Mu Delta National Honor Society at Eastern University.

#### **About Datastrip Inc.**

Datastrip Inc., Exton, Pa., is a world leader in field-proven mobile identity verification. Together with market-leading biometric and information technology vendors, Datastrip specializes in providing secure portable information and ID solutions that provide on-the-spot verification of credentials from any individual. The Datastrip product line supports biometric fingerprint matching, as well as contact-based and contactless ID cards such as national ID cards and passports.

Datastrip's DSVII and DSV2+TURBO<sup>®</sup> biometric/ID card readers are the first handheld single-fingerprint capture devices approved for purchase by federal agencies under the

General Services Administration's FIPS 201 evaluation program. For its work with the DSVII, Datastrip won Frost & Sullivan's Product Innovation of the Year Award for the smartcards market in 2006.

For more information, visit [www.datastrip.com](http://www.datastrip.com) or call (800) 548-2517.

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**Editor's note:** For an image of Margaret Sanderson, please contact Debra Yemenijian at [debray@schubert.com](mailto:debray@schubert.com).